

[illegible]

PATENT APPLICATION

As a below named inventor of an invention titled SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER, I hereby declare that:

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER the specification of which (check one)

was filed on _____

Application Serial No. _____
and was amended on (or amended through) _____ (if applicable)

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Sec. 1.56(a)

Prior Foreign Application(s)	Priority Claimed

I hereby claim priority benefits under Title 35, United States Code Sec. 119(e) of the below listed United States provisional application(s):

Appln. Serial No.	Filing Date
-------------------	-------------

Appln. Serial No.	Filing Date	Status (patented, pending, abandoned)
-------------------	-------------	--

SHERMAN & SHERMAN

ATTORNEYS AT LAW

DOCKET NO. MET1.0025

PATENT APPLICATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I/(We) hereby appoint the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: KENNETH L. SHERMAN, Registration No. 33,783; MICHAEL ZARRABIAN, Registration No. 39,886; and MILORD KESHISHZADEH, Registration No. 43,333 of

SHERMAN & SHERMAN, A.P.C.
2029 Century Park East
Seventeenth Floor
Los Angeles, California 90067
Tel: (310) 789-3200

with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future telephone calls and correspondence should be directed and/or addressed to Kenneth L. Sherman, Sherman & Sherman.

Full name of sole or first inventor: Isaac Bentolila

Inventor's signature: _____ Date: _____
Residence: 2655 Keystone Avenue, Santa Clara, California 95051
Citizenship: Israel
Post Office Address: Same as above

Full name of sole or second inventor: Yiming Zhou

Inventor's signature: _____ Date: _____
Residence: 4800 La Habra St., Union City, California 94587
Citizenship: British
Post Office Address: Same as above

Full name of sole or third inventor: Isaac Labeeb Ismail

Inventor's signature: _____ Date: _____
Residence: 1369 Hyde Street #35, San Francisco, California 94109
Citizenship: Indian
Post Office Address: Same as above

Full name of sole or fourth inventor: Richard Humpleman

Inventor's signature: _____ Date: _____
Residence: 343 Lower Vintners Circle, Fremont, California 94539
Citizenship: British
Post Office Address: Same as above

CERTIFICATE OF MAILING BY "EXPRESS MAIL"

I hereby certify that this paper of fee is being deposited with the United States Postal Service on this date: 1/9/02, in an envelope as "Express Mail Post Office to Addressee" Mailing Label Number EE50624358205 addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231

Evelyn Menjívar
(Type or print name of person mailing paper)
G:\KLS\MET1\MET1.0025\COMBDEC.25

[Signature]
(Signature of person mailing paper)